



**Macedon
Ranges**
Shire Council

Events & Festivals Grant Program 2025/2026

Guidelines



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Overview

Macedon Ranges Shire Council is proud to support the Events and Festivals Grant Program in recognition of the significant social and economic benefits to the shire.

The program is for groups and organisations seeking funding and/or in-kind support for events and festivals staged within the shire. The program has three different tiers to enable all events and festivals to apply depending on size, focus and complexity.

1.1 Program objectives

The objectives of the program support events and festivals that align with the priorities of the 2021-2031 Council Plan specifically:

- Healthy environment, healthy people, and
- Business and tourism.

Preference will be given to applicants that:

- Foster community development and contribute to health and wellbeing.
- Align with the vision and strategic directions of the Macedon Ranges Visitor Economy Strategy 2019-2029.
- Showcase the key branding pillars of the region.
 - Arts, culture and makers.
 - Nature and the outdoors.
 - Historic villages and rural landscapes
 - Food, wine and ferments
- Provide economic benefit to Macedon Ranges Shire through:
 - Visitation.
 - Overnight stays.
 - Increased visitor yield.
- Occur in locations and/or times of lower visitation.
- Demonstrate plans to become self-sustaining and less reliant on financial support from Council.
- Demonstrate plan to deliver events that are accessible and inclusive for participants.
- Demonstrate plans to minimise impact to environment and surrounding community.
- Can deliver a successful, safe and compliant event or festival.

1.2 Timeline

Applications open	28 April 2025 at 9am
Applications close	25 May 2025 at 11pm
Applications assessed by panel	June 2025
Recommendations to Council	August 2025
Grant recipients announced	August 2025
Event takes place	1 September 2025- 31 December 2026
Grants acquitted	Within 8 weeks of event completion

Eligibility

2.1 Eligible applicants

Events and festivals within the Macedon Ranges Shire and open to the public are eligible for funding.

Applications will generally be considered from:

- Creative, cultural, and sporting organisations.
- Private sector organisations.
- Not for profit organisations, including sporting, cultural and community that:
 - Are an incorporated body, cooperative or association.
 - Have an Australian Business Number (ABN) or can provide written advice from the Australian Taxation Office that no withholding tax is required from the grant payment.

Please note: If your group is not incorporated, you can still apply for a grant if you have an auspicing body.

2.2 What will be funded

- Assistance with the costs associated with securing, hosting, staging and marketing events and festivals.
- Innovative strategies to increase visitation to existing events, including event development and tourism marketing.

2.3 What won't be funded

The following list provides advice on what will not be funded through the program.

- Events staged outside of Macedon Ranges Shire.
- Private events that are not broadly accessible to the local community.
- Events and festivals on private land that have not determined potential restrictions and permit requirements with Council's Planning Department.
- Events that are not submitted by the application closure date.
- Applicants that have failed to acquit previous funding agreements. Applications that are incomplete or fail to meet criteria.
- Capital expenditure (the purchase of land, buildings, vehicles or building on privately owned land).
- Rental or lease of office space (event venue costs may be considered at the discretion of Macedon Ranges Shire Council).
- Events that are not held between 1 August 2025 and 31 December 2026 (except for multi-year agreements where subsequent event dates fall outside this date range).
- Projects or activities which:
 - Are religious or political.
 - Are discriminatory, sexist or disrespectful.
 - Ask for donations (fundraising).
 - Are the responsibility of other agencies (e.g. charities, government bodies).
 - Do not support responsible serving of alcohol.
- Recreational excursions, e.g. camps, holidays, tours.

- Catering.
- Debts.
- Permit fees.
- Competitions, gifts and prizes.
- Ongoing operational costs (core business) such as
 - Salaries (except for contract work)
 - Rent
 - Annual general meetings
 - Insurance
 - Utility costs

Macedon Ranges Shire Council reserves the right to exercise judgement on the appropriateness of funding eligibility criteria in respect to contentious, topical or contemporary issues or where the event may be perceived to be in conflict with Council objectives, plans, or the wider wellbeing of its residents.

Council support

3.1 Event classification

The level of support available from Council is determined by the scale, focus and economic impact of the event. Events are classified into one of three tiers using the classification criteria below.

Tier	Classification
Tier 1 Signature Event	New, emerging or established events and festivals of significant scale that: <ul style="list-style-type: none">• Are exclusive to Macedon Ranges Shire Council.• Have the capacity to attract intrastate and interstate visitation.• Are of state or regional significance.• Align with existing Macedon Ranges tourism branding and strengths.• Have the capacity to drive overnight stays and/or increase visitor yield in the region.• Are or have the capacity to become a signature event for the Shire.• Appeal to identified target markets for the region.
Tier 2 Regionally Significant Event	New, emerging or established events and festivals of medium to large scale events that: <ul style="list-style-type: none">• Have the capacity to attract intrastate visitation.• Are of regional significance.• Have a broader reach and attract high community attendance.• Attract visitors outside the township where it is being held.
Tier 3 Community Event	Events and festivals of a small scale that: <ul style="list-style-type: none">• Reinforce civic pride and community connectedness.• Are of significance to the local community.

3.2 Funding

Funding is available as one-year or triennial agreements. Grant amounts are determined by the scope and capacity of the event.

Funding Agreement	Grant amounts
One-year	<ul style="list-style-type: none">• Tier 1 – Up-to \$10,000• Tier 2 – up-to \$6,000• Tier 3 – Up-to \$2,000
Triennial	<p>Available to Tier 1 and 2 events that demonstrate strategies to increase visitation through event development and tourism marketing.</p> <p>Only one triennial agreement will be awarded to each of the tiers.</p> <p>Funding is available on a sliding scale reduced in increments over a three-year period.</p> <ul style="list-style-type: none">• Tier 1 – Year 1 up-to \$15,000 Year 2 up-to \$12,000 Year 3 up-to \$10,000• Tier 2 – Year 1 up-to \$10,000 Year 2 up-to \$ 8,000 Year 3 up-to \$ 6,000• Tier 3 – Triennial funding not available

3.3 In-kind support

In-kind support is available to all tiers of the grant program. In-kind support allows for events and festivals to gain access to the following services that would normally come at a cost.

- Waiver of Activity on a Road Permit fees (applies to local roads managed by Council only).
- Assistance with the development of an event plan (this could include assistance with the development of a risk management plan or marketing plan).
- For events on Council-managed land – In-kind recycling stations (maximum three recycling stations which include):
 - general waste,
 - recycling,
 - glass, and
 - FOGO.
- One additional clean of public toilets on Council-managed land.

Where in-kind support is sought, an Events and Festivals Grant Program application must be submitted. Requests for retrospective in-kind support will not be considered.

3.4 In-kind venue hire

In-kind venue hire is available to all tiers of the grant program. It allows events and festivals to gain access to council managed facilities and reserves that would normally come at a cost. In-kind venue hire does not include associated staffing costs, cleaning or additional equipment hire required for venue operations; these costs can however be applied for through the funding support tiers.

Where in-kind venue hire is sought, an Events and Festivals Grant Program application must be submitted. Requests for retrospective in-kind support for venue hire will not be considered.

Applicants applying for in-kind venue hire must include supporting documentation from the appropriate council department managing the facility proving venue availability and hire fees. Applications that have not attached confirmation of venue availability and hire fee will not be considered for in-kind venue hire.

Where in-kind venue hire is sought, an Events and Festivals Grant Program application must be submitted. Requests for retrospective in-kind support for venue hire will not be considered.

The following venues are excluded from in-kind venue hire due to their unique operational requirements:

- Hanging Rock Reserve.
- Kyneton Town Hall.

Application

4.1 Application process

The application process consists of two parts:

1. Contact the Event and Filming Officer to determine eligibility to the program.

Event and Filming Officer
T: (03) 5422 0333
eventsandfilming@mrsc.vic.gov.au

2. Submission of an application.

4.2 Submission requirements

To be considered for funding applicants are required to submit detailed information on the event, and address all assessment criteria.

- Details of the event, including description, purpose, date and location.
- Description of how the funding will be used.
- Attendance data:
 - For existing events, previous attendances, up to 3 years, including local, intrastate, interstate attendance.
 - For new events, projected attendance, including local, intrastate, interstate attendance.
- Economic impact details from independent studies (where available).
- Marketing Plans that include:
 - Specific details relating to tourism marketing that will be undertaken.
 - Description of target markets.
 - All proposed marketing activity and timelines.
- Details regarding how the event aligns with and supports the:
 - Macedon Ranges tourism brand pillars.
 - Strategic Plans of Macedon Ranges Shire Council 2019-2029.
 - 2021-2031 Council Plan.
- Details of financial management including:
 - Detailed revenue and expenditure budget demonstrating financial support beyond the Macedon Ranges Shire Council including, but not limited to State Government, regional and local tourism organisations and sporting, cultural, industry and community organisations.
 - Plans demonstrating future financial sustainability, independent of Council funding.
 - Quotes for goods and services the funding will be used for.
- Plans to minimise impact to environment and surrounding community.
- Demonstrated management capacity and plans to achieve a successful and safe event.

4.3 Assessment Criteria

Community and Stakeholder Engagement

To assess how the event engages with, and is supported by community, local business, traditional owner groups and other relevant stakeholders.

- **Engagement:** Identification of how event is supported by community and relevant stakeholders.
- **Involvement:** Demonstration of opportunities for community and relevant stakeholders to participate.
- **Community outcomes:** Demonstration of how the event delivers positive community outcomes in the shire.

Delivery

To assess the applicant's level of event planning and consideration to deliver a successful event. (Please see section 14. Supporting Documentation.)

- **Management:** Demonstrated ability to deliver a successful and safe event within timeframe.
- **Financial management:** Demonstration of sound financial management.
- **Marketing and communications:** Demonstrated plan for promoting event.
- **Accessible and inclusive:** Demonstration of measures taken to provide an accessible and inclusive environment.
- **Environmental sustainability:** Demonstration of measures put in place to minimise environmental impact.

Economic Benefits (Tier 1 and 2 events only)

To assess the events capacity to support the local economy, and fill gaps in the events calendar.

- **Attendance:** Anticipated number of attendees, including local and visitors from outside the shire.
- **Length of stay:** Demonstration of how the event will encourage overnight stays in the shire.
- **Events calendar:** Justification of how the event will add value to the events calendar.

Destination Awareness (Tier 1 and 2 events only)

To assess the event's effectiveness in growing brand awareness of the Macedon Ranges.

- **Brand alignment:** Demonstration of how the event aligns with the tourism brand pillars of the Macedon Ranges.
- **Target market:** Demonstration of how event will attract the target market (lifestyle leaders) and visitors from outside the shire.
- **Destination awareness:** Demonstrate how event will promote the Macedon Ranges as a tourism destination and encourage repeat visitation.

4.4 Assessment process

Eligible applications will be assessed against the criteria as well as supporting documentation submitted in their application. Applications that do not address criteria adequately will not be considered.

Once the panel has completed assessment the following process will be undertaken.

1. The panel will provide assessment recommendations to Council.
2. Recommendations will be considered for adoption by Councillors at Ordinary Council Meeting.
3. Adopted recommendations will be made publically available on the Council website.

Successful applicants will receive a letter of offer advising a grant is offered; on acceptance of the offer, a funding agreement will be provided.

4.5 Assessment Matrix

The Assessment matrix provides advice on how applications are scored against the criteria:

1. Evaluate the project against the criteria and score.
2. Add all values for total score.

Tier 1 and 2 Events

- **Score between 89-126** Recommended for funding.
Please note: Tier 1 events must score within this range to be recommended for funding at this level.
- **Score between 50-89** Possibly recommended for funding.
- **Score below 50** Not recommended for funding.

Tier 3 Events

Tier 3 events are not scored on 'economic benefit' or 'destination awareness' and thresholds for funding have been adjusted accordingly.

- **Score between 55-72** Recommended for funding.
- **Score between 30-55** Possibly recommended for funding.
- **Score below 30** Not recommended for funding.

Scoring Matrix

Criteria	Scoring Values	EXAMPLE EVENT
Community and Stakeholder Engagement	0 , 3 , 6 , 9	Score
Support	0 No demonstrated support by community or stakeholders. 3 Minimal support demonstrated. 6 Support demonstrated with evidence provided. 9 Extensive support demonstrated with evidence provided.	6
Involvement	0 No opportunities for community/stakeholder participation. 3 Minimal opportunities for community/stakeholder participation. 6 Various levels of involvement for community/stakeholder identified. 9 Various levels of involvement identified and working relationships already established with community/stakeholders.	6
Community Outcomes	0 No positive outcomes for community identified. 3 Incidental positive outcomes identified. 6 Targeted outcomes demonstrated. 9 Targeted outcomes demonstrated across a broad spectrum of the community.	7
Delivery	0 , 3 , 6 , 9	Score
Management	0 No considered planning undertaken. 3 Limited planning undertaken. 6 Draft event plans provided. 9 Final event plans provided and demonstrated capacity to deliver event.	9
Financial Management	0 Council financial support only (this application), and limited costing provided. 3 Additional financial support identified, and outline budget provided. 6 Additional financial support secured and full budget provided. 9 Financially viable with multiple sources of income secured and full budget provided.	6
Accessible & Inclusive	0 No measures demonstrated to deliver accessible and inclusive event. 3 Limited measures demonstrated to deliver accessible and inclusive event. 6 High level planning demonstrating accessible and inclusive event delivery. 9 Proactive / goes above ordinary expectations to deliver an accessible and inclusive event.	6
Marketing and Communications	0 No marketing plan provided. 3 Marketing plan provided, but with limited detail. 6 Detailed marketing plan but limited messaging and content. 9 Detailed marketing plan provided, including well developed messaging and content.	9
Environment sustainability	0 No demonstration of plans to reduce environmental impact and educate participants. 3 Minimal demonstration of plans to reduce environmental impact and educate participants. 6 Plans provided to reduce environmental impact and educate participants, which demonstrates how the event will achieve goals. 9 Environmentally focused event with innovative plans around reducing impact and environmental education.	6

Applicable to tier 1 and 2 events only		
Economic Benefits	0 , 3 , 6 , 9	Score
Attendance	<u>0</u> Less than 50 participants. <u>3</u> 500 participants. <u>6</u> 2000 participants. <u>9</u> 5000 participants or more.	7
Length of stay	<u>0</u> Single day event. <u>3</u> Multi-day event. <u>6</u> Single or Multi-day event with activities that encourage overnight visitation. <u>9</u> Multi-day event that demonstrates innovative strategies to achieve overnight visitation.	3
Events Calendar	<u>0</u> Event occurs in peak season and is not unique. <u>3</u> Event occurs in peak season but is unique in its offering. <u>6</u> Event occurs in quiet season, but is not unique. <u>9</u> Event occurs in quiet season, and is unique in its offering.	6
Applicable to tier 1 and 2 events only		
Destination awareness	0 , 3 , 6 , 9	Score
Brand alignment	<u>0</u> Does not align with tourism brand pillars. <u>3</u> Weak alignment with tourism brand pillars. <u>6</u> Strong alignment with tourism brand pillars. <u>9</u> Strong alignment with tourism brand pillars and demonstrates how this is a strength of the region.	7
Target Market	<u>0</u> Appeals predominantly to local catchment (50km radius) only. <u>3</u> Potential to attract visitation from outside the shire but not a focus of the event. <u>6</u> Focus of the event is to attract tourists to the area, but does not necessarily appeal to the target market. <u>9</u> Focus of the event is to attract tourists to the area. This is strongly demonstrated through marketing and event activities that appeal to target market.	6
Destination Awareness	<u>0</u> No demonstration of how event will promote region. <u>3</u> Minimal promotion of region outside the immediate event. <u>6</u> Showcases the Macedon Ranges as a great place to visit. <u>9</u> Strongly demonstrates how event showcases the Macedon Ranges as a place to visit and explore, actively promoting other experiences.	5
TOTAL SCORE		89

4.6 Agreements

Successful applicants will be required to enter into a funding agreement with Macedon Ranges Shire Council to receive their grant. The funding agreement will include:

- Funding obligations and conditions.
- Acknowledgement conditions to recognise funding partners.
- Purpose for which the funding must be used.
- Reporting requirements that must be met by the funding recipient.

5. Conflict of Interest

All applicants will be required to declare any interests of which they are aware, which could reasonably raise an expectation of a conflict of interest or material interference with an application. These include financial or other interests that:

- Have been held
- Are currently held, or
- Will accrue.

Examples of financial or other interest include being a principal or key employee of a material professional adviser supplying services; and/or interests in contracts, trusts or other business arrangements.

Conflicts of interest can be actual, potential or perceived, and should be declared to ensure that any risks are managed. Detailed guidance can be found on the Victorian Public Sector Commission website in its Conflict of Interest Policy Framework – www.vpsc.vic.gov.au and in its eLearning guide on Conflicts of Interest.

6. Evaluation and Reporting

Successful applicants will be required to undertake a post-event evaluation; Council will provide this template with the funding agreement. Tier 1 and 2 events will also be required to conduct a visitor satisfaction survey provided by Council.

Post event evaluations and completed survey results will be required within eight weeks of the conclusion of the event.

Depending on the level of funding, events may be required to provide progress reports including financial summaries.

Triennial applications are subject to annual evaluation and review, successful grant recipients are expected to be financially self-sufficient by the end of year three.

7. Funding

Advance payments will be made in stages as long as:

- The funding agreement has been signed by both parties.
- Grant recipients provide reports as required, or otherwise demonstrate that the event is progressing as expected.
- Other terms and conditions of funding continue to be met.
- A valid tax invoice is received by Macedon Ranges Shire Council.

8. Privacy

Any personal information about applicants or a third party in an application will be collected by Macedon Ranges Shire Council. This information may be provided to Victorian Government bodies for the purpose of assessing your application. If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of the privacy statement. Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 and other applicable laws.

Macedon Ranges Shire Council is committed to protecting the privacy of personal information. You can find Macedon Ranges Shire Council Privacy Policy online at www.mrsc.vic.gov.au. Enquiries about access to information about you held by Macedon Ranges Shire Council should be directed to the Customer Service department of Macedon Ranges Shire Council.

9. Code of Conduct for Child Safe Standards

If your event provides services or facilities specifically for children you will be required to meet Child Safe Standards.

The standards require organisations to have a code of conduct that establishes clear expectations for appropriate behaviour with children.

For information about the Child Safe Standards contact the [Department of Families, Fairness and Housing](#).

10. Important Information

Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding application.

Applicants should not assume that initial success guarantees future success. All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

11. Links

Victoria Visitor Economy Strategy

https://djpr.vic.gov.au/_data/assets/pdf_file/0006/1340979/Visitor_Economy_Strategy.pdf

Macedon Ranges Visitor Economy Strategy

<https://www.mrsc.vic.gov.au/files/assets/public/live-amp-work/business-amp-economy/strategies-amp-plans-business/macedon-ranges-visitor-economy-strategy-2019-2029.pdf>

Victorian Guidelines for Planning Safe Public Events

[Victorian Guidelines for Planning Safe Public Events – 2018](#)

Macedon Ranges Events Strategy

<https://www.mrsc.vic.gov.au/files/assets/public/live-amp-work/business-amp-economy/strategies-amp-plans-business/strategy-final-macedon-ranges-events-strategy-2021-25-2021-04-29.pdf>

Grant skills and resources webinars

<https://www.mrsc.vic.gov.au/About-Council/Find-A-Grant/Grants-Skills>

Event planning resources and webinars

<https://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Event-planning-resources-and-webinars>

Victorian Government guidelines for making your documents, events and communications with disability groups as accessible as possible

<https://www.vic.gov.au/accessibility-guidelines-government-communications>

Planning Safe and inclusive events

<https://www.melbourne.vic.gov.au/sitecollectiondocuments/planning-safe-and-inclusive-events.pdf>

Zero Waste Event Guide

https://resources.reduce-recycle.com.au/bswwrrg/wp-content/uploads/2021/05/06001919/20633_BSWWRRG_ZeroWaste_Guide9-FINAL.pdf

12. Contact Information

Events & Festivals Officer

eventsandfilming@mrsc.vic.gov.au

T: (03) 5422 0333

13. Council contacts for Events & Festivals

Macedon Ranges Shire Council officers can assist event and festival organisers with a range of services all year round. Fees may apply to some aspects of support.

All officers can be contacted by calling 5422 0333.

COUNCIL DEPARTMENT AND CONTACT	ASSISTANCE AVAILABLE
Community & Economic Development Arts & Events Events and Filming Officer	<ul style="list-style-type: none"> • Event Notification Process • Events & Festivals Grant Program • Liaising with Daylesford Macedon Ranges Tourism regarding promotional opportunities • Event Planning • Filming
Tourism and Marketing Officer	<ul style="list-style-type: none"> • Promoting tourism focussed events or festivals on the official tourism website and Facebook page for the Macedon Ranges www.visitmacedonranges.com • Promote event or festival at the Macedon Ranges Visitor Information Centres ie: in the monthly events calendar and on the events board
Cultural Development Officer	<ul style="list-style-type: none"> • Audio visual and technical equipment hire or advice (small not for profit events and festivals only) • Potential for inclusion in a monthly poster run to promote community events and festivals
Arts and culture venue hire Technical Supervisor	<ul style="list-style-type: none"> • Book a Council hall (not parks, reserves and gardens)
Hanging Rock Hanging Rock Senior Ranger	<ul style="list-style-type: none"> • Hanging Rock event enquiries and liaison
Open space and recreation Recreation and Liaison Officer	<ul style="list-style-type: none"> • Book a Council managed park, reserve, garden and/or sports ovals.
Building Municipal Building Surveyor	<ul style="list-style-type: none"> • Permits or advice for Temporary structures such as seating stands, marquees and stages. • An Occupancy Permit for a Place of Public Entertainment (also known as a POPE)
Planning Planning & Building Liaison Officer	<ul style="list-style-type: none"> • Place of Assembly Permits (may apply to events and festivals on private land) • Information on Liquor Licence applications
Engineering and Resource Recovery Traffic and Road Safety Officer	<ul style="list-style-type: none"> • Activity on a Road Permit • Assess Traffic Management Plans to ensure they comply with legislation

COUNCIL DEPARTMENT AND CONTACT	ASSISTANCE AVAILABLE
Operations Administration Officer Facilities Services Officer	<ul style="list-style-type: none"> • For information on bins and rubbish requirements. • Hire of signage for the implementation of traffic management plans • Council maintained parks and gardens (mowing schedules, maintenance schedules) • Tree inspections for public parks and reserves • Requesting additional cleaning of public toilets
Legal and Corporate Governance Risk and Insurance Officer	<ul style="list-style-type: none"> • Advice on risk management • Public liability insurance
Communications Online Communications Officer	<ul style="list-style-type: none"> • Local promotion of community events and festivals
Regulatory Compliance Coordinator Health	<ul style="list-style-type: none"> • Food Traders permit, temporary or mobile food stall registration • Council's smoke free policy
Emergency Management Coordinator	<ul style="list-style-type: none"> • Advice on Emergency Management Plans • Advice on potential emergency related risks of events and festivals
Local Laws Coordinator	<ul style="list-style-type: none"> • Community signage (community events and festivals only) • Advice on ways to reduce impact of noise generated by the event and festival • Parking arrangements • Raffle Tickets • Firework

14. Supporting Documentation

To assess the applicant's ability to deliver a successful and safe event the panel will examine event documentation. Please see section **4.3 Criteria for Assessment** under 'Delivery'.

Below are some example of documentation that can be provided to demonstrate ability to deliver the event.

Management

- Council 'Proposed Event Notification Form'.
- Public Liability Insurance.
- Evidence of the status of approvals, permissions, notifications, permits etc
- Event Management Plan. (if you do not have one, you can use this [Event Management Plan template\(PDF, 800KB\)](#))
 - Event details.
 - Aims & outcomes.
 - Contacts.
 - Key tasks.
 - Production schedule/timelines/run sheets.
 - Consultation & notification plans.
 - Budget.
 - Venue & site plans.
 - Traffic, transport & parking plans.
 - Event program.
 - Permits, permissions, licence.
- Emergency Management Plan. (if you do not have one, you can use this [Emergency Management Plan template\(PDF, 225KB\)](#))
 - Emergency management structure & communication plan.
 - Evacuation procedure.
 - First aid medical plan.
 - Crowd control & security.
 - Weather monitoring & response.
 - Gas Safety Plan.
 - Event contingency or postponement plan.
 - Emergency contact lists.
- Risk Management Plan. (if you do not have one, you can use this [Risk Management Plan template\(PDF, 451KB\)](#))
 - Faulty electrical equipment (stalls, hall, food, vendors).
 - Slips, trips and falls.
 - Manual Handling.
 - Separation of pedestrians and vehicles
 - Unattended bags.
 - Lost children.
 - Loud music/noise.
 - Inclement weather.

Financial Management

- Detailed revenue and expenditure budget.
- Financial sustainability independent from Council Support.
 - Provide a long-term strategic plan.
 - Increase revenue by charging an entry fee, raising ticket prices or introducing a participation fee for stallholder/suppliers.
 - Seek further sponsorship/grants.

Marketing & Communications

- Marketing & Communications Plan:
 - Council's Tourism Unit manages the official tourism website for the Macedon Ranges www.visitmacedonranges.com.
 - Online events calendar on Council's website www.mrsc.vic.gov.au.
 - Community newsletters to find out about advertising and editorial opportunities.
 - School newsletters will accept public notices.
 - Promote in Council's regular e-newsletters (Business, Youth, Arts & Culture, Environment, and Recreation).
 - Local newspapers offer a community guide or calendar feature where local events and festivals can be listed each week.
 - Social media and online campaigns.
 - Community signage boards.
 - Display information at the Macedon Ranges Visitor Information Centres and list your event or festival in the monthly events and festivals calendar.
 - Daylesford and Macedon Ranges Explore <http://dmrexplora.com.au> is an online e-travel guide where events and festival can be promoted.
 - List your event and festival at Australia Tourism Data Warehouse www.atdw-online.com.au (this was previously Events Victoria).
 - Daylesford Macedon Tourism (DMT) <http://dmrtourism.com.au/>.

Accessible and inclusive

- Accessible event checklist.
Example - Disability Access Consultants [Accessibility in Public Events and Concerts Checklist](#)
- Site plan demonstrating:
 - Ease of access and movement;
 - Sufficient bathroom facilities including access and gender neutral bathrooms; and
 - Signage.
- Various ticket pricing including discounted tickets for children, seniors and concession holders free tickets for registered carers.
- Code of conduct demonstrating that event will provide a safe harassment-free experience for everyone, regardless of gender and gender identity, age, sexual orientation, disability, physical appearance, body size, race, or religion.

Environment

- Waste Management – Recycle, Reduce and Re-use Strategy.
 - Minimise single use plastic (plastic bags, bottles, cups, plastic straws etc.)
 - Set up recycle and compost stations.
 - Set up wash stations
 - Promote your commitment to environmental sustainability.
 - Provide re-useable cutlery and crockery.
 - Choose biodegradable tableware and decorations.
 - Use digital media such as social media to promote event or festival.
- Green travel options
 - Encourage public transport, car-pooling and shuttle buses.